

BPEJ62MA

R. J. REYNOLDS TOBACCO COMPANY
BUSINESS PLANNING AND EXECUTION
PARTNERS SUMMARY REPORTPAGE: 1
DATE: 96-06-25
TIME: 05:24 PMPROMOTION : 601270 DORAL B2G1F W/CPN-SEPT
DRIVE PERIOD: 60900

	NO OF ACCOUNTS	TOTAL ACCRUAL SKUS	OFFERS	TOTAL ADDITIONAL SKUS	OFFERS	ALLOCATION CASES	ALLOCATION OFFERS
16XXXX 16 BUFFALO REGION							
VAP						584	87,600
CHAIN	1,250	2,005	40,100				
INDEPENDENTS	988	1,558	31,160				
VAP TOTAL	2,238	3,563	71,260				
NON-VAP							
CHAIN	50	63	1,260				
INDEPENDENTS	113	148	2,960				
NON-VAP TOTAL	163	211	4,220				
TOTAL CHAINS	1,300	2,068	41,360				
TOTAL INDEPENDENTS	1,101	1,706	34,120			TOT COMMITTED:	75,480
TOTAL ACCOUNTS	2,401	3,774	75,480			TOT REMAINING:	12,120

= 4380 Accts

3774

606

W. FatmaVAP = 3875 x 20 =
77,500No
Residual

51861 9505

VAP POSTING: DORAL B2G1F / #601270					(87,600 OFFERS @20/SKU)		
POST DATE	#/SKUs	#/OFFERS			CASES TRANSFERRED		
		0		ROU	TO 1610	FROM 1610	
		0		11XX	18	21	12600
		0		12XX	3	3	1800
		0		13XX	5	1	600
		0		17XX	18	11	6600
		0		29XX	0	0	0
		0		67XX	0	0	0
	0	0	TOTALS		44	36	21600
			Posted				
		0					
		0					
		0					
		0					
VAP	146	87600					
	146	87600					
VAP/OTHER	146	87600					

(21)

SEPTEMBER TRANSFERS / DORAL B2G1F #601270 (BPE)							
11XX		12XX		13XX		17XX	
SKUs	Cases	SKUs	Cases	SKUs	Cases	SKUs	Cases
19	0	4	0	13	0	7	0
7	0	1	0	114	4	16	0
14	0	25	1	17	1	481	17
172	7	8	0	0	0	46	0
1	0	45	2	0	0	0	1
237	8	83	3	144	5	550	18
84	3	(3)		(1)		(11)	
534	18						
		SKUs	Cs.		Cases	#Offers to Post to 16XX	
TOTALS		534	17.80	11XX	18	10,800	
		83	2.77	12XX	3	1,800	
		144	4.80	13XX	5	3,000	
		550	18.33	17XX	18	10,800	
		1311	43.70		44	26,400	

TAB DOWN TO FIELD AND PRESS ENTER FOR ALLOCATION INFO.

A11 - BPEA11N2

ALLOCATION BY SALES LEVEL

07/25/96 03:07 PM

NEXT-FN :

SALES LEVEL: 16	BUFFALO REGIO	DORAL	DORAL	DORAL	DORAL
PROMOTION	: 601270	FULL	LIGHT	FF	LIGHT
PERIOD	: 609-00	FLAVOR	B1G1F	100	100
		B1G1F		B1G1F	B1G1F

	ALLOCATION:	154	154	154	154
SALES LEVEL	AVAILABLE :	154	154	154	154

ADD A SALES LEVEL

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Quit Retrn Main

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